Sequoia Park Zoo & Foundation

2008 Annual Report
A Year in Review

Dear Friends,

Change can be hard. But, change brings opportunities as well. One certainty is that 2008 brought some big changes for the Sequoia Park Zoo. Namely, for the first time in 101 years, there is a nominal admission charge to enjoy the Zoo. In all reality a long time coming, this fee helps Sequoia Park Zoo remain in your community. We all realize how rare it is for a rural community of our size to have a zoo, but that is one of the things that makes our Zoo so special. And let’s face it, we don’t do things like the rest of the country here in Humboldt County – we make what our community wants and needs work, here in our own little paradise—however we can.

Since implementing an admission charge, we have noticed some positive changes we’d like to share with you (other improvements are detailed on the facing page). Visitors stay longer on each visit; they read the informational (and educational!) signs associated with each exhibit; they value their experience more than ever before. The Zoo is safer and cleaner, too. To remain accessible to all, we also offer Dollar Wednesdays and membership is a great way to enjoy the Zoo free all year. Implementing admissions also spurred us to increase the priority of exhibit upgrades and renovations, new exhibits and species, and learning experiences – good for the animals, the economy and the community. 2008 marked the beginning of just that – positive change. 2009 marks yet another beginning for our Zoo and we will continue to change in ways that strengthen us.

Sequoia Park Zoo overflows with opportunity as we focus our efforts on providing the community with vibrant educational, recreational and conservation experiences and progress toward our vision of a 21st Century Zoo. What is most amazing is watching new windows of opportunity open with each change and improvement. As each year passes, we build on our opportunities and continue to create new ones. How exciting to be involved in such a dynamic process of positive change in the community. Thank you, Zoo members and supporters, for helping make our vision a reality in the past, the present and into the future.

Melinda Booth
Fund Development Director

Gretchen Ziegler
Zoo Manager

Jeff Lamoree
Board President

Working Together

While the City of Eureka funds the daily operation of the Zoo (animal care staffing, medical care and facilities maintenance), most exhibit upgrades and improvements are only possible through the fundraising by the Sequoia Park Zoo Foundation. The Foundation is a nonprofit organization whose primary objectives and purposes are to promote and stimulate interest in the Sequoia Park Zoo and support the Zoo’s development, operation and activity programs through fundraising, marketing, and other initiatives designed to enhance the Zoo’s position as an important Northern California destination.

Sequoia Park Zoo & Foundation Staff
July 2008

Mission, Milestones & Improvements

The mission of the Sequoia Park Zoo is to inspire wonder, understanding and respect for the natural world by providing fun, rewarding, educational experiences that encourage meaningful connections between animals, humans, and our environment.

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A Year in Review

Gibbon Exhibit Makeover

With the addition of our modern primate shifting system installed last year, we are now able to cooperatively work with the gibbons so that they shift out of their exhibit daily. While the gibbons play in the shift area, keepers can safely and easily service their habitat. This simple addition has allowed staff to make many improvements to the quality of the gibbon habitat, including a natural substrate instead of concrete, complete with trees, shrubs and grass, which they love to nibble!

Addition of a New Endangered Species

We took our first steps toward creating a new South American-themed area with the addition of a new species for our zoo. Two Chacoan peccaries (shaggy members of the swine family) moved here from the LA Zoo as part of the Species Survival Plan program to help recover this highly endangered animal. They made their home quickly in their spacious grassy paddock and are becoming favorites of staff and visitors with their quirky style.

2008 Milestones & Improvements

New Barnyard Additions

The Barnyard became home for lots of new animals: Oreo the rabbit, Bootsie the Nigerian pygmy goat, and Joy, our new American guinea hog. This is a small breed of pig developed in the pioneer days by homesteaders. This is a very rare breed of hog; there are fewer than 200 in existence today.

Aviary Renovation

Our biggest project this year was the renovation of the Nancy Hilfiker Aviary. Due to overgrowth of trees and aging walkways, it was time to re-work the interior of the exhibit. The Aviary now features a new walkway, native plantings, a dedicated bird-only pond and bog, and a foyer fountain with beautiful art tiles.

New Equipment

Our most exciting purchase of the year was a garden tractor that we use to manage our compost operation, where we keep our animal waste out of the landfill and turn it into high-quality soil amendment for gardeners.
2008 Members & Donors

**Members are denoted by purple text**
2008 Members & Donors

- Tim Thornton & Kathy Marks
- George Tidwell & Shirley Bass
- Julie Timmons
- The Tomas Family
- Phyllis Tomich
- Shirley Tonge
- Terrianea Topo
- Terry & Joyce Torgerson
- Rachel Trevino & Indy Riggs
- Jennifer Trevawrtha
- Godfrey & Marguerite Tudor-Matthews
- Robert Tall
- Ron & Jon Turner
- Glen Twombly & Sandy Sweitzer
- Patty & David Tyson
- Lee & Cathy Ulansey
- Evan Utter & Darci Davis
- Carletta & Pete Valleria
- Heidi & Charly Van Buskirk
- Elizabeth Van Mantsen
- Scott Vance
- Denise Vanden Bos
- Heidi Varshock & Karen Mann
- Velluti’s Baking Company
- Vern’s Furniture
- Kathryn & Andrew Vilha
- Marc & Craig Vizener
- Kevin & Cheryl Voorhees
- Lynn Vacler
- Allison Walden
- Tim & Susan Walker
- Eric & Karen Wallace
- Wendy & Ansel Walter
- Dylan & Jenima Waste
- Kimberley Robin Wear
- Rachel & Arvon Weiss
- Cheryl & Howard Welch
- Wells Fargo Foundation
- Sarah Veltsch & Jennifer Chapman
- Jamye Weseloh
- Westlog, Inc.
- Beverly & Harold Westman
- Frank & Judy White
- Jennifer White & Box Horridge
- Natasha & Daniel White
- Kimberley White-Grimm
- Danny & Rikki Vigil
- Gretchen Whiteman
- Michaela Whiteley
- Kathleen & David Wilems
- Beal & Mary Willcutt
- Rebecca Williams & Kay Burgess
- Joni Willis & Jonathan Rosales
- Marion Willmore
- Ron & Betty Wilson
- Elizabeth Wing
- Danga Wirtz
- Jon & Gretchen Woessner
- Bill Wolf
- Cheryl Wolven
- Chris Wolven
- Nancy Wooten
- Thomas & Shara Lee
- Wrigley
- Idyak & Michael Yassemin
- Vicki Young & Bob Clark
- Eric & Sandy Younger
- Robin & Megan Zagome
- Carl & Belinda Zander
- Melissa Zarp & Nate Howse
- Vicki Zelton
- Gretchen Ziegler
- Jude Zyskowski

2008 Event Sponsors

Many thanks to our 2008 Event Sponsors that helped us offer our community five successful, educational and “fun”-raising events!

Silver Flamingo Sponsors

- The Eureka Reporter

Bronze Bear Sponsors

- Oscar Larson & Associates

Copper Cavy Sponsors

- Times-Standard

Supporting Sponsors

- Bear River Casino
- Blue Lake Casino
- City Garbage Company
- Coast Central Credit Union
- Ray Wolfe Construction, Inc.

Special Project Contributors

- Bill Hilfiker
- Humboldt Area Foundation
- Melvin F. & Grace McLean Foundation
- Quota International of Eureka
- Save the Redwoods League

2008 In-Kind Contributors

- Advanced Display and Signs
- Advanced Security
- Artista Exchange
- Avalon
- Ayers Distributing
- Baywood Golf & Country Club
- Benbow Inn
- Bergel Construction
- Brio Breadworks
- Bruce Osborne & Rachel Carlson
- Coming Attractions
- Curley’s Grill
- Cypress Grove Cheever
- Donna & Charlie Pace
- Del River Brewing Company
- Eureka Reporter
- Ferndale Repertory Theatre
- Fiesta Concession Corp.
- Flamingo Resort Hotel
- Frye’s Care Home
- Graystone Jewelers
- Halcyon Inn
- Happy Dog Day Care & Boarding
- HealthSPORT
- Holiday Inn Express
- Hometown Buffet
- Humboldt Creamery
- Joe Costa Trucking
- Julia Bednar
- KWPT The Point
- Ky’s Hair Designs
- Lés Schwab
- Lost Coast Brewery
- Mad River Brewing Company
- Melinda Booth
- Mercer-Fraser Company
- Myrtle Ave. Market & Deli
- Myrtlewood Liquors & John’s Fine Cigars
- Nilsen Company
- Norman’s Dry Cleaning
- North Coast Brewing Company
- North Coast Mercantile
- Pan Arts Network
- Pat Bilton
- Pepsi Bottling Group
- Pierson Building Center
- Redwood Meats
- Riverbend Cellars
- Rob & Charie Arkey
- Robert Goodman Wines
- Roy & Jamie Corsetti
- Sacred Grounds Organic Coffee Roasters
- Sara & Peter Starr
- Sara Sunstein
- Sequoia Humane Society
- Six Rivers Brewery
- The Sun Valley Group
- The Tides Inn
- Tile Outlet
- Times-Standard
- Vichy Springs Resort
- Victorian Village Inn

Members are denoted by purple text

2008 Members & Donors

- Many thanks to our 2008 Event Sponsors that helped us offer our community five successful, educational and “fun”-raising events!
Sequoia Park Zoo Foundation

**Statement of Financial Position**
As of December 31, 2008

<table>
<thead>
<tr>
<th>Assets</th>
<th>2008</th>
<th>Liabilities &amp; Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>302,643</td>
<td>Current Liabilities</td>
</tr>
<tr>
<td>Cash</td>
<td>272,656</td>
<td>Charge Accounts</td>
</tr>
<tr>
<td>Checking</td>
<td>25,979</td>
<td>Accrued Payroll Taxes</td>
</tr>
<tr>
<td>Savings</td>
<td>246,242</td>
<td>Accrued Sales Tax</td>
</tr>
<tr>
<td>Petty Cash</td>
<td>714</td>
<td>Total Current Liabilities</td>
</tr>
<tr>
<td>Total Cash</td>
<td>272,656</td>
<td>7,669</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>29,987</td>
<td>Total Liabilities</td>
</tr>
<tr>
<td>Prepaids</td>
<td>714</td>
<td>7,669</td>
</tr>
<tr>
<td>Gift Shop Inventory</td>
<td>23,566</td>
<td></td>
</tr>
<tr>
<td>Café Inventory</td>
<td>3,375</td>
<td></td>
</tr>
<tr>
<td>Deposits</td>
<td>2,322</td>
<td></td>
</tr>
<tr>
<td>Total Other Current Assets</td>
<td>29,987</td>
<td></td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>302,643</td>
<td>Total Net Assets</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net of Depreciation</td>
<td>92,047</td>
<td>387,021</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>394,690</td>
<td>TOTAL LIABILITIES &amp; NET ASSETS</td>
</tr>
</tbody>
</table>

**Statement of Activities**
For the Year Ended December 31, 2008

<table>
<thead>
<tr>
<th>Revenue &amp; Support</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Café, Catering &amp; Gift Shop</td>
<td>167,030</td>
</tr>
<tr>
<td>Contributed Support</td>
<td>120,078</td>
</tr>
<tr>
<td>Special Events</td>
<td>44,161</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>17,607</td>
</tr>
<tr>
<td>Birthday Parties &amp; Rentals</td>
<td>3,843</td>
</tr>
<tr>
<td>Interest Income</td>
<td>4,951</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>357,670</td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Café, Catering &amp; Gift Shop</td>
<td>166,056</td>
</tr>
<tr>
<td>Fundraising</td>
<td>38,671</td>
</tr>
<tr>
<td>Special Events</td>
<td>25,046</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>21,377</td>
</tr>
<tr>
<td>Animals &amp; Education</td>
<td>7,152</td>
</tr>
<tr>
<td>Membership</td>
<td>8,207</td>
</tr>
<tr>
<td>Zoo Expenses</td>
<td>497</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>31,625</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>298,631</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Capital Expenditures</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment, Fixtures &amp; Furniture</td>
<td>1,313</td>
</tr>
<tr>
<td>Spider Web</td>
<td>1,751</td>
</tr>
<tr>
<td>Bill’s Memorial Garden</td>
<td>3,157</td>
</tr>
<tr>
<td>Aviary Remodel</td>
<td>61,106</td>
</tr>
<tr>
<td>Total</td>
<td>67,327</td>
</tr>
</tbody>
</table>

Volunteering at the Zoo

Running the Zoo wouldn’t be possible without the dedication of many volunteers. The City of Eureka runs an adult volunteer program (Zoo Crew) that helps with animal care and a youth program (Youth Assisting Keepers, (YAK)), too. Each event hosted at the Zoo requires lots of additional help before, during and after to have it run smoothly and look effortless. The Sequoia Park Zoo Foundation’s Board of Directors puts in many hours throughout the year. And, the California Conservation Corps (CCC) put in two work days.

In 2008:

- The CCC worked multiple crews for two days
- Our event volunteers logged 837 hours
- Our YAKs had a good time for 1,200 hours
- Our Zoo Crew volunteers completed 1,800 hours
- Our Board of Directors labored for 2,418 hours

YOU ARE APPRECIATED
Animal Management Accomplishments

Primate Shift Training:
Animal keeper Jan Roletto and animal training consultant Dawn Neptune from Hogle Zoo in Salt Lake City devised a step-by-step plan to encourage gibbons and spider monkeys to willingly shift into their new holding facility on a daily basis. It took much skill and many hours of work by all the primate care staff over the course of an entire year to overcome the animals’ natural hesitations, but they did it! Now keepers can service these exhibits without the dangers of being in with the primates and it is less stressful for the primates as well.

Crested screamer reproduction:
Our young pair of screamers nested successfully and produced the zoo’s first screamer chicks in May. One did not survive its third month, but the other has thrived.

2008 Additions to Collection

- One pair of Rheas, obtained from Wildlife Safari.
- 2 Chacoan peccaries, male siblings from the LA Zoo – a highly endangered species!
- Nigerian pygmy goat, “Bootsie,” for the Barnyard Contact Corral.
- Crested screamer chick – hatched to first time screamer parents at Sequoia Park Zoo!
- Cedar waxwing and Band-tailed pigeon; non-releasable, injured birds added to their kind already in the aviary.
- Young female American Guinea hog, “Joy,” a rare breed of hog from pioneer days.
- New colony of Pacific dampwood termites for Secrets of the Forest.

Animal Collection

Conservation is an integral part of life at Sequoia Park Zoo. So much so that in 2008, the Sequoia Park Zoo Foundation created a Conservation Fund. One dollar of every membership sold goes to this fund and once able, we will grant funds to local wildlife related conservation initiatives.

We also have a Conservation Parking Meter. The “fines” this meter collects go to the Center for Ecosystem Survival to preserves acres of rainforest. In 2008, Sequoia Park Zoo Supporters contributed $700 to rainforest conservation in the Guancaste Conservation Area in Costa Rica.

Sequoia Park Zoo participates in several captive animal breeding programs called Species Survival Plans, including Cotton-topped tamarins, Chacoan peccaries, Spider monkeys and White-handed gibbons. These SSP programs manage the captive breeding effort cooperatively among AZA-accredited zoos to ensure the long-term genetic viability of many endangered animals. Each SSP program also involves conservation work within the home range of that species, whether providing funding support for research, population and habitat monitoring, or habitat preservation. For example, the Chacoan peccary SSP helps support a conservation breeding center inside the Chaco region of Argentina that has helped bring this species back from the brink of extinction.

Budget Breakdown
Fiscal Year 07/08

Total Budget: $672,000

- 64% Animal Care
- 22% Operations
- 8% Capital
- 6% Education

Conservation Fiscal Year 07/08
Education

Zoofari Adventures 2008
Program Summary

<table>
<thead>
<tr>
<th></th>
<th>5-7 year olds</th>
<th>8-12 year olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # served</td>
<td>36</td>
<td>167</td>
</tr>
<tr>
<td>Total scholarships distributed (summer only)</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Total income (summer)</td>
<td>$1,792</td>
<td>$6,898</td>
</tr>
<tr>
<td>School visits</td>
<td>120 classes with approximately 2,500 students</td>
<td></td>
</tr>
</tbody>
</table>

Total served: 203

Youth Assistant Keepers 2008
Program Summary

<table>
<thead>
<tr>
<th></th>
<th>36</th>
<th>167</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # served</td>
<td>Thirty five children, ages 11-15</td>
<td></td>
</tr>
<tr>
<td>Total scholarships distributed</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Total Hours served</td>
<td>Over 1200</td>
<td></td>
</tr>
</tbody>
</table>

Zoo & Foundation Staff

City Staff
- Jennifer Anderson
- Amanda Auston
- Camden Bruner
- Laurel Casper
- Matt Christianson
- Achille Clendenning
- Julie Coombs
- Emma Connors
- Sarah Delozier
- Sam Fonoti
- Damaris McLelland
- Amber Nelson
- Jan Roletto
- Lucinda Smith
- Frances Stinson
- Anders Wirth
- Melissa Wozniak
- Gretchen Ziegler

Foundation Staff
- Melinda Booth
- Meagan Tatum

Gift Shop
- Arlene Ghera
- JoAnn Nord

Zoo Café
- Geri Bass
- Natalie Gonzalez
- Juancho Ignacio
- JoAnn Nord

Board of Directors
- Jeff Lamoree, President
- Chuck Dominick, Vice President
- Pat Bitton, Secretary
- Roy E. Corsetti, Treasurer
- Gene Bass
- Craig Bench
- John Ford
- Vicki Hayler
- Naomi Johnson
- Jeff Leonard
- Charlotte McDonald
- Marci O'Flanagan
- Bruce Osborne
- Donna Pace
- Glen Twombly
- Kimberly Wear
- Jennifer White

2009 Event Calendar

April 12
- Egg-stravaganza

May 30
- Brew at the Zoo

July 11
- Zippity Zoo Day

August 8
- Zootini

October 25
- Boo at the Zoo

November 26
- Thanksgiving at the Zoo

December 20
- Holiday Hoorah
Coming in 2009